

End of year report

Hello everyone

Well, 2007 is nearly over, and we three merry people, Gill, Jonny and I, are still working away at developing CUS Busting Ltd.

Our journey from the start of this venture is now 'I think' starting to take shape. I have always had a firm belief that what we provide, individuals will, once they know about what they can do for them, want to buy them.

You may not know it but our initial foray into the business of selling our products directed us along the corporate gift avenue, and we have been fortunate to have sold to some big 'blue chip' corporate clients, which shows that people like the idea as a bespoke gift. But unfortunately, the cost of advertising to these companies is very expensive, and therefore...

...our second avenue of revenue has been to use the worldwide web. It is the way of the future for any company wanting a window to their customers across the world.

During 2005/6 Jonny, Gill and I worked very hard developing the website, [aroma4u.co.uk](http://aroma4u.co.uk), with the aim of selling the Aroma Stress Buster. Our website, in 'my humble opinion' is excellent – mainly down to Jonny's excellent design and implementation. Over the years, you will have noticed that the website name has changed. Initially it was [cusbuster.com](http://cusbuster.com), then [aromastressbuster.com](http://aromastressbuster.com) and then [aromatherapy-stress-relief.com](http://aromatherapy-stress-relief.com). Now it is [aroma4u.co.uk](http://aroma4u.co.uk) – simpler and easier to remember (and type!). It may change again, but do not fear – whichever domain name you use it still directs you to the website.

With regular up-keep of the site, excellent articles written by Gill (aka Alex), additional links and specific advertising, the site is slowly climbing the ladder of popularity, and sales of the Aroma Stress Buster continue to increase (the website has a secure mode of e-commerce through the use of Paypal for our financial transactions).

During 2007, things have hotted up, with bulk bespoke sales of our Aroma Coasters to Purple Turtle International, based in Spain, and Shell International, UK. We have also had a marked increase in sales via our website of the Aroma Stress Buster to individuals across the world.

During the latter part of the year, the Aroma Stress Buster was on National TV (Channel 5 – The Wright Stuff). Janey Lee Grace, who as you might know, is a presenter and champion of ethical products, endorsed the use of our product as an "An innovative idea, great for stressed out adults and kids". We have also been in the National and Regional Press. Fantastic publicity for us!

In addition, during the year I was asked why didn't I sell our products at Craft fairs. So began our third avenue of revenue. To date I have attended six craft fairs around our area, Bath being the furthest, and Witney the closest, selling not only the Aroma Stress Buster, but also the Aroma Coaster and a new product the Aroma Furry, a wheat bag made out of recycled faux fur, which comes supplied with a vial of essential oil. The response has been amazing! Face-to-face interaction with customers has been very good – you know how I love talking to people!

Our aim for 2008 is therefore to get the Aroma Coaster and Aroma Furry for sale on the website and to continue with a cycle of Craft Fairs. In addition, our bulk bespoke sales look set to continue with an exciting large order for Aroma Coasters in January/February!

It looks like we're going to have a Happy New year – we hope you do too!

Gary